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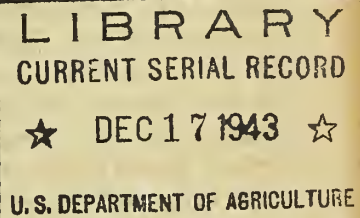
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WAR FOOD ADMINISTRATION  
Food Distribution Administration  
Washington 25, D. C.

November 19, 1943

ADMINISTRATIVE SERVICES DIVISION MEMORANDUM NO. 39

TO: Branch and Division Chiefs and Regional Directors  
FROM: F. J. Hughes, Chief, Administrative Services Division  
SUBJECT: Procedure for Mailing Food Distribution Orders



In order to insure more widespread coverage of the various industries affected by our Food Distribution Orders, reporting forms required in connection therewith, and those interested in receiving related educational material, a contract, copy attached, has been issued to the R. L. Polk and Company to compile lists of industries not available from government sources, and to perform the required mailing services. Orders delivered by the G. P. O. on and after December 1 will be mailed under this contract. Experimentally the mailing operations will take place at two centers. If necessary after a trial period, adjustments will be made in the selection of mailing centers. The mailing operation for the following states will be performed by the Polk Company in their New York office--Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Pennsylvania, Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New Jersey, New York, Delaware. Copies for industrial firms in all other states will be mailed by the Polk Company from Chicago.

The appropriate regional office (New York or Chicago as the case may be) will be required to supervise the mailing and it will be necessary for the Chief, Regional Administrative Services Division to give local postmaster assurance that the mailings are being accomplished under Government supervision. Since the Polk medium of mailing affords the most expeditious and economical means of distribution, it has been determined that all industrial mailing will be handled by that company. It is requested therefore that you submit any industrial listings which may have been developed within your region to the Administrative Services Division, Washington, D. C. These lists will be checked for duplication in order to preclude any overlapping between the lists developed in the Regional office and those developed by the Polk Company. Regional and field office personnel will receive their copies of printed orders from the Regional office. If desired, this list may be furnished to the Polk Company to be placed on their mailing medium and the mailing operations can be performed by them.

For the benefit of persons not familiar with the Polk medium of mailing, it appears desirable to describe it. Their system calls for the preparation

of dittoed listings which are then assembled on strip rolls for use on machines which cut and affix the addresses to the mailing pieces.

### Establishment of Industry Lists

Each list developed by the Polk Company is to be identified by a code symbol similar to the Industrial Classification Code. The Code was designed primarily as a basis for the industrial classification of data derived from the operations of the Bureau of Employment Security and the Bureau of Old Age and Survivors Insurance, and was compiled by the Social Security Board Committee on Industrial Classification Practices. A proof book for each industrial listing covering establishments in your Region will be furnished you as soon as possible. In addition you will receive a card file of all industries for which lists have been completed. This card will be filed alphabetically, first by State and then by name and will serve as a cross reference to the proof books.

### Procedure for Effecting the Mailing of Food Distribution Orders

When it is determined that there is need for issuing an Order or amendment to an existing Order the issuing Branch in collaboration with the Office of the Solicitor prepares the draft of the proposed Order. A ditto copy of the draft is forwarded to each Regional Director so that the Regional staff may be fully advised of all Orders in process. Immediately upon signature, mimeographed copies of the Orders are air-mailed to the Regional Director. Advance notification of proposed Food Orders is also received from the issuing Branch by the Reproduction and Distribution Section. Upon receipt of this notice, the Reproduction and Distribution Section contacts the issuing Branch to determine the affected industry or industries and plans the distribution to be made. Immediately upon signature of the Order, the Reproduction and Distribution Section prepares wires to the Chief of the Regional Administrative Services Division outlining the number of the Order, name of the Order Administrator, list or lists to be used by the Polk Company in making industrial distribution and the approximate time of mailing. It is the responsibility of the Chief of the Regional Administrative Services Division to immediately advise the Regional Director, the Regional Marketing Reports Chief, and the responsible Order Administration officials of the contents of the wire. Simultaneously instructions will be sent to the Polk Company outlining the manner in which the job should be handled. A copy of each such instruction will be sent to the appropriate Chief, Regional Administrative Services Division, charged with the responsibility of supervising the mailing.

### Printing Arrangement

The following procedure with respect to securing printed copies of Food Orders was put into effect November 8. Immediately upon signature of an Order the Reproduction and Distribution Section prepares and forwards a printing request to the National Archives. If the order for printing reaches the National Archives before 5:00 p.m., it is possible for us to obtain printed copies the following morning. Orders transmitted to the National Archives after 5:00 p.m.



will not be printed until the evening of the following day and printed supplies will not be available until the second day following signing of the Order. In either case the filing of the Food Order will not take place until our printed copies are off the press and consequently the Order will appear in the Federal Register, at the earliest, the day following receipt of our printed supplies. The interim period between delivery of printed copies and appearance of the Order in the Federal Register is used to place the printed copies of Orders at our mailing centers ready for distribution to the industry on or about the date of Federal Register appearance. Bulk supplies of all orders or related material will be sent to each regional office for use in filling letter requests and furnishing over the counter service. It must be remembered, however, that in no instance are these bulk supplies to be used in regular mailing list distribution to the industry.

#### Applicable Procedure for the Maintenance of Industry Lists

In filling requests for Food Orders and related material received in the regional office, a double post card Form FDA-657, with accompanying instructions, should be inserted with the material. This post card is to be filled out and returned to the regional office by the individual. It will be the responsibility of the regional office to analyze the information on the card and classify the individual by the appropriate industrial classification code, a copy of which is attached. After inserting the code number to which the name is to be added in the space provided, the top portion of the card is to be detached and forwarded to R. L. Polk and Company where the requested additions to the list or lists will be made. The code symbols of the lists to which the name has been added should be copied on the lower half of the card. The lower half of the card will be filed in the regional office. This should be filed in alphabetical order to facilitate the checking of name and address when the proof card showing that the addition has been made is received in the regional office from the Polk Company. This portion of Form FDA-657 should also be retained in order to check classifications, should the occasion arise. In order that the Washington master index card file may be complete, the Polk Company will forward one proof card of all additions to the Washington office.

In requesting the deletion of a name from an established mailing list, the following procedure will apply. The regional office requesting the deletion will pull from their master index card file the proof card for the name to be dropped and indicate thereon that the name is to be deleted. The code numbers for all lists from which the name is to be dropped must be clearly indicated on the proof card. The proof card will be forwarded direct to the Polk Company where the deletions will be made. When the deletion has been made, the Polk Company will stamp the date the action was taken on the proof card which the regional office forwarded to them and return to the regional office. In order that the Washington office may be advised, the Polk Company will pull from their master index card file the proof card of the name to be dropped and stamp the date of deletion thereon, and forward it to the Washington Administrative Services Division.

In the case of a correction, it is requested that the proof card be taken from the regional office file and a line drawn lightly through the portion

of the address to be corrected, leaving the old address still legible, and the new address either typed or printed on the card and forwarded to the Polk Company. The name and new address should then be typed and placed in a file pending receipt of the proof card showing the correction from the Polk Company. If any material is issued on the list during the time the correction is requested and the new proof card is received, an envelope should be addressed and material forwarded from the regional office in order to insure the addressee's receipt of all material in which he is interested. As in the case of additions to the mailing list, the Polk Company will forward a new proof card to the regional office and the Washington Administrative Services Division properly marked indicating that a correction has been made.

The following mailing schedules will apply to all industrial mailings of Food Orders by the Polk mailing centers from Chicago:

Mail intended for States	To be mailed
Washington, Oregon, California, Nevada, Arizona, New Mexico, Texas, Idaho, Utah, Montana, Wyoming.	Day supplies are received at the mailing center.
North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Tennessee.	Day after supplies are received at the mailing center.
Wisconsin, Michigan, Illinois, Indiana, Ohio, and Kentucky.	Second day after receipt of printed supplies at the mailing center.

The following schedule will apply to all industrial mailings of Food Orders from the mailing center in New York.

Mail intended for States	To be mailed
Florida and Georgia.	Day after receipt of printed copies at mailing center.
South Carolina, North Carolina, Virginia, West Virginia, Maryland, Pennsylvania, Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New Jersey, New York, Delaware.	Second day after receipt of printed supplies at the mailing center



This schedule was designed to effect the receipt of printed copies by the industry simultaneously with the appearance of the Order in the Federal Register, and does not apply to any administrative mailing which the Polk Company may be asked to handle. Copies for administrative use will be mailed immediately upon receipt of the supplies at the mailing center.

In so far as possible the Food Distribution Orders will be designed as self-mailers. However, when there are enclosures to be mailed, envelopes will be required. It will be necessary for the New York and Chicago offices to maintain adequate stock of Food Distribution Administration franked envelopes bearing a Washington return address and to furnish the Polk Company quantities for each mailing. Costs of the envelopes are to be pro-rated among the regional offices by the Chicago and New York Administrative Services Divisions. Copies of the requisitions showing charges must be sent to the appropriate Regional Fiscal Division for encumbrance. The addressee's name on envelopes which are returned undelivered to the Washington office will be checked against the master index proof card file and the proof card deleted from the list. The envelope will then be forwarded to the Polk Company where the deletion will be made and the proof card taken from their master file, the action taken noted thereon, and forwarded to the appropriate regional office with the envelope.

Under no circumstances can changes be made in the provisions of this contract without prior approval from the Washington Administrative Services Division. If the need for additional lists arises in any Regional Office, they can be developed by the Polk Company after approval by Washington. The physical distribution functions of all mailing programs now being carried out in any Regional Office may be handled by the Polk Company under the provisions of this contract.

A handwritten signature in dark ink, appearing to be "F. J. Hughes", is written in a cursive style.

Attachments

B-9





# KEY TO CODES ASSIGNED TO MAILING LISTS

Code No.	Description
0722	Poultry Hatcheries
1166	Paints and Varnish Manufacturers
1331	Oil Wells (crude oil and petroleum)
1621	Mining Operations
2011	Class 1 slaughterers (all federally inspected slaughterers)
2011A	Class 2A slaughterers (all who slaughter over 2 millions pounds but non-federally inspected)
2011B	Class 2B slaughterers (non-federally inspected slaughterers formerly classified as local slaughterers and butchers)
2011C	Class 3 slaughterers (includes all farm slaughterers)
2011D-	National packers
2023	Condensed and evaporated milk processors
2025	Special dairy products processors
2020*	Condensed and evaporated milk processors and special dairy products processors
2031	Fish Canners (packers)
2032	Cured Fish (processors)
2033	Canners of fruits and Vegetables (including soups, (processor)
2034	Preserves, jams, jellies and fruit butters (processors)
2035	Pickled fruit and vegetables, vegetable sauces and seasonings (processors)
2036	Salad dressings (manufacturers)
2037	Frozen foods (processors)
2030*	Canning and preserving fruits, vegetables and sea foods.

Code No.	Description
2041	Grain Millers (handlers)
2042	Feed Manufacturers
2043	Cereal Food Manufacturers
2044	Rice Millers
2040*	Grain-mill products
2051	Retail bakeries (except biscuits, crackers, and pretzels)
2052	Biscuit, cracker and pretzel manufacturers
2050*	Bakery products (retail)
2071	Candy and Confectionery Manufacturers
2072	Chocolate and Cocoa products Manufacturers
2073	Chewing gum Manufacturers
2070	Confectionery and related products
2085	Liquors, distilled and blended
2091	Baking powders, yeast, leavening compounds (manufacturers)
2092	Vegetable and Animal Oil processors
2095	Flavoring extracts and syrup manufacturers
2096	Vinegar and cider processors
2098	Macaroni, spaghetti, vermicelli and noodles manufacturers
2099	Miscellaneous food preparations
2099A	Maple syrup buyers and packers
2099B	Condiment and spice Manufacturers
2090*	Miscellaneous food preparations and kindred products
2111	Cigarette manufacturers
2121	Cigar manufacturers

Code No.	Description
2221	Rayon and silk broad woven goods, narrow fabric and other synthetic textile manu- facturers
2223	Rayon and silk yarn and thread manufacturers
2220*	Rayon and silk textile manufacturers
2241	Woolen and worsted woven goods and yarns
2245	Dyeing and finishing woolen and worsted textiles
2261	Dyeing and finishing textiles except woolen and worsted
2265	Cloth sponging and miscellaneous finishing
2274	Manufacturers of linoleum and other hard surface coverings
2295	Manufacturers artificial leather and oil cloth
2551	Manufacturers of baskets for fruits and vegetables
2592	Manufacturers of cork products
2611	Pulp mills
2610*	Pulp and paper mills
2621	Paper and paper board manufacturers
2641	Manufacturers paper coating and glazing
2751	General Commercial job printers
2812	Manufacturers colors and pigments
2821	Cottonseed oil products manufacturers
2822	Linseed Oil products manufacturers
2823	Soybean Oil products manufacturers
2825	Fish Oil products manufacturers
2829	Cooking and essential oil manufacturers
2820*	Animal and vegetable oil manufacturers



Code No.	Description
2831	Drugs and medicines manufacturers
2831A	Vitamin manufacturers
2832	Perfumes, cosmetics etc. manufacturers
2833	Insecticides manufacturers
283C*	Drugs, medicines, toilet preparations and related products manufacturers
2841	Soap and glycerine
2883	Plastic material manufacturers
2884	Explosives manufacturers
2886	Compressed and liquified gases manufacturers
2889	Industrial chemicals manufacturers
2891	Printing ink manufacturers
2893	Cleaning and polishing preparations manufacturers
2894	Glue and gelatin manufacturers
2895	Grease and tallow manufacturers
2896	Lubricating oils and greases not made in petroleum refineries
2897	Fireworks and pyrotechnics manufacturers
2899	Miscellaneous chemical products manufacturers
2911	Petroleum refineries
2952	Roofing felts and coating manufacturers
3011	Manufacturers tires and inner tubes
3021	Manufacturers rubber footwear (heels, soles and related products)
3097	Miscellaneous rubber products manufacturers
3121	Industrial leather belting and packing manufacturers

Code No.	Description
3291	Manufacturers of abrasive wheels, stones, paper etc.
3331	Manufacturers tin cans and other tin ware
3341	Drawn wire
3391	Manufacturers bolts, nuts washers and rivets
3399	Manufacturers iron and steel products
3421	Manufacturers of aircraft and parts including engines
3641	Manufacturers automotive electrical parts and equipment
3631	Manufacturers insulated wire and cables
3661	Manufacturers radio equipment and phonographs
3751	Manufacturers food products machinery
3921	Manufacturers synthetic resins
3955	Manufacturers carbon paper, stencil paper and inked ribbons
3992	Furs dressed and dyed
5094A	Tobacco Manufacturers
5131	Wholesale cigar and tobacco dealers
5451	Dairy products stores
5452	Milk dealers
5450*	Dairy products stores and milk dealers
5491	Egg and poultry dealers
5493	Retail bakeries





REQUEST FOR FOOD ORDER INFORMATION

Dear Sirs:

So that we may receive official information on Food Orders which affect our business, please list us in your files as follows:

Do not fill in this block  
Industrial Class. Codes

Name  
Street  
and Number  
City, Postal Unit  
No. and State

Date

WAR FOOD ADMINISTRATION  
Food Distribution Administration  
Instructions for Completing Form FDA-657

I General

- A. Be sure to print plainly or typewrite each entry.
- B. It is important that you indicate the Postal Unit Number, if our mail to you is to be handled expeditiously.

II Explanation of Footnotes:

Footnote 1/. In listing commodities be specific to the end that will enable us to place you in the exact segment of the industry in which you belong. If you are in the dairy industry for example, list in detail commodities such as dried powdered milk or cheese (showing type if only a few cheeses are involved); if in the fruit and vegetable industry use terms such as dried apples, dehydrated onions, canned tomatoes, etc.

Footnote 2/. In the second column headed "Codes" show the appropriate classification which coincides with the listing under the third column headed "Classification Code". For example, if your first commodity is linseed oil and you process it yourself, use it in the manufacture of paints, linoleums, etc. wholesale it and sell it at retail through your own retail outlets, you would indicate in column two Codes B,C,G, and H. If on the other hand you are strictly a coil manufacturer using linseed oil you would merely indicate Code C.

Footnote 3/. If more than a single processing operation is involved in the particular commodity which you list, specify the exact nature of the processing which you perform. For example, if you are in the beverage industry and you are a bottler indicate in parenthesis following your listing B the word "bottler".

Footnote 4/. The term "users" and "consumers" are oftentimes used interchangeable, however, in many industries a distinction is drawn between the two. Where such is the case strike out the inapplicable terminology.

Footnote 5/. Insert in the space above the word "others" any classification not listed, such as brokers, commission men, assemblers, pin hookers, etc.

In order to insure against the receipt of extraneous matter, please classify us for the commodities listed below in the following manner:

Commodities 1/	Code /s 2/	Classification	Code
Linseed oil (example)	B,C,G,H	Growers or Producers	A
		Processors 3/ or Manufacturers	B
		Users 4/ or Consumers	C
		Shippers or Handlers	D
		Packers	E
		Importers	F
		Wholesalers	G
		Retailers	H
		Others 5/ (Specify)	I

For explanation of footnotes see accompanying instructions

For Mailing Instructions See Other Side

INSTRUCTIONS FOR MAILING FORM FDA-657

1. Please be sure to fill in your address in the exact manner shown in your request for Food Order Information on the first page of Form FDA-657.
2. Do not fail to complete the last two lines of the War Food Administration address. You are requested to follow the table below in determining the appropriate regional office to which this form should be mailed.

If your address is in the following states	Send to
Conn., Delaware, D.C.	War Food Administration Food Distribution Administration
Maine, Md., Mass., New Hamp., N.J., N.Y., Penn., R.I., Vt., W. Va.	150 Broadway New York 7, N. Y.
Ala., Florida, Ga., Kentucky, Miss., N.C. S.C., Tenn. Virginia	War Food Administration Food Distribution Administration Western Union Building Atlanta 3, Ga.
Ill., Ind., Iowa, Mich., Minn., Missouri Nebr., No. Dak., Ohio, So. Dak., Wisconsin	War Food Administration Food Distribution Administration 5 South Wabash Avenue Chicago 3, Illinois
Ark., Colo., Kansas, La., New Mex., Okla. Texas	War Food Administration Food Distribution Administration 425 Wilson Bldg., Dallas 1, Texas
Ariz., Calif., Idaho Nev., Mont., Oregon, Utah, Wash., Wyoming, Territory of Hawaii	War Food Administration Food Distribution Administration 821 Market Street San Francisco 3, California

3. Do not fail to affix a one cent stamp.
4. Please detach this instruction sheet along the perforated lines.
5. Before dropping Form FDA-657 in the mails it is essential that you fold the form along the perforations in such a manner as to expose the War Food Administration address. In order to insure the transmission of the form through the mails in folded fashion it is suggested that you run your thumb firmly over the fold.

(Sample copy for informational purposes.  
Supplies will be printed on card stock)

FOOD DISTRIBUTION ADMINISTRATION  
FOOD ADMINISTRATION

(State and Post Office Unit No.)

(Street and Number)

(Name)

Here  
Stamp  
One Cent  
Affix



# INVITATION, BID, AND ACCEPTANCE

(SHORT FORM CONTRACT)

U. S. DEPARTMENT OF AGRICULTURE

Purchase, Sales and Traffic

(Department or establishment)

(Office or station)

Washington, D. C.

June 25, 1943

(Address)

(Date)

## INVITATION

Sealed bids, in \_\_\_\_\_ subject to the conditions on the reverse hereof, will be received at this office until \_\_\_\_\_ o'clock \_\_\_\_\_ m., \_\_\_\_\_, and then publicly opened, for furnishing the following supplies, and/or services, for delivery at as specified herein

(Name)

(Title)

ITEM No.	ARTICLES OR SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
					Dollars	Cents
	It is the purpose of this invitation to provide the Food Distribution Administration a contract embodying the purchase of mailing lists and mailing service required in connection with the issuance of Food Distribution Orders and related material.					
	The mailing lists and services to be ordered on the contract resulting from this invitation are to be used in the conduct of war work and the successful bidder or bidders will be required to deliver all such lists and services as fall within the following specifications, as and when ordered, in full accordance with the contract. Separate purchase orders with appropriate specifications will be placed for each list or group of lists to be developed and for each mailing program to be undertaken. It is to be understood, however, that the award of the contract based on bids submitted in response to this invitation neither guarantees nor implies any volume of business but the Food Distribution Administration hereby binds itself to procure all food order mailing lists and mailing service requirements which it finds it cannot itself develop and perform. The period of this contract shall be from the date of award or July 1, 1943, whichever is later through December 31, 1943.					
	For furnishing the Food Distribution Administration with mailing lists of outlets to receive food orders and related material as and when issued for each					

## BID

In compliance with the above invitation for bids, and subject to all the conditions thereof, the undersigned offers, and agrees, if this bid be accepted within \_\_\_\_\_ (Date) calendar days from the date of the opening, to furnish any or all of the items upon which prices are quoted, at the price set opposite each item, delivered at the point(s) as specified and, unless otherwise specified within \_\_\_\_\_ calendar days after receipt of order.

Discounts will be allowed for payment as follows: \_\_\_\_\_ percent 10 calendar days; \_\_\_\_\_ percent 20 calendar days; \_\_\_\_\_ percent 30 calendar days.

Bidder R. L. Polk and Co.

Address Detroit, Michigan

431 Howard

By \_\_\_\_\_

Title Vice-President

(Signature of person authorized to sign this bid)

ACCEPTANCE BY THE GOVERNMENT

July 17, 1943

(Date)

Accepted as to items numbered See Letter of Acceptance attached.

/s/ J.M. Locknane

Name \_\_\_\_\_

Title Acting Chief, Div. of Purchase, Sales and Traffic

(OVER)



## CONDITIONS

1. The Government reserves the right to reject any or all bids, to waive any informality in bids and, unless otherwise specified by the Government or by the bidder, to accept any item in the bid. In case of error in the extension of prices in the bid, the unit prices will govern.

2. Time, in connection with discount offered, will be computed from date of the delivery of the supplies to carrier when final inspection and acceptance are at point of origin, or from date of delivery at destination or port of embarkation when final inspection and acceptance are at those points, or from date correct bill or voucher properly certified by the contractor is received if the latter date is later than the date of delivery.

3. In case of default of the contractor, the Government may procure the articles or services from other sources and hold the contractor responsible for any excess cost occasioned thereby: *Provided*, That if public necessity requires the use of materials or supplies not conforming to the specifications they may be accepted and payment therefor shall be made at a proper reduction in price.

4. If the contractor refuses or fails to make deliveries of the materials or supplies within the time specified, or any extension thereof, the Government may by written notice terminate the right of the contractor to proceed with deliveries or such part or parts thereof as to which there has been delay. In such event, the Government may purchase similar materials or supplies in the open market or secure the manufacture and delivery of the materials and supplies by contract or otherwise, and the contractor and his sureties (if any) shall be liable to the Government for any excess cost occasioned the Government thereby: *Provided*, That the contractor shall not be charged with any excess cost occasioned the Government by the purchase of materials or supplies in the open market or under other contracts when the delay of the contractor in making deliveries is due to unforeseeable causes beyond the control and without the fault or negligence of the contractor, including, but not restricted to, acts of God or of the public enemy, acts of the Government, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, unusually severe weather, and delays of a subcontractor due to such causes unless the contracting officer shall determine that the materials or supplies to be furnished under the subcontract are procurable in the open market, if the contractor shall notify the contracting officer in writing of the cause of any

such delay, within 10 days from the beginning thereof, or within such further period as the contracting officer shall, with the approval of the head of the department or his duly authorized representative, prior to the date of final settlement of the contract, grant for the giving of such notice. The contracting officer shall then ascertain the facts and extent of delay, and his findings of fact thereon shall be final and conclusive on the parties hereto, subject only to appeal within 30 days by the contractor to the head of the department concerned or his duly authorized representative, whose decision on such appeal as to the facts of delay shall be final and conclusive, on the parties hereto. As used herein "head of the department" means the head or any assistant head of the executive department or independent establishment involved, and "his duly authorized representative" means any person authorized to act for him other than the contracting officer; and the term "contracting officer" shall include his duly appointed successor or his authorized representative.

5. No Member of or Delegate to Congress, or Resident Commissioner, shall be admitted to any share or part of this contract or to any benefit that may arise therefrom unless it be made with a corporation for its general benefit.

6. Prices bid herein include any Federal tax heretofore imposed by the Congress which is applicable to the material on this bid. If any sales tax, processing tax, adjustment charge, or other taxes or charges are imposed or changed by the Congress after the date set for the opening of this bid, and made applicable directly upon the production, manufacture, or sale of the supplies covered by this bid, and are paid by the contractor on the articles or supplies herein contracted for, then the prices named in this bid will be increased or decreased accordingly, and any amount due the contractor as a result of such change will be charged to the Government and entered on vouchers (or invoices) as separate items.

7. Unless otherwise specified by the bidder, it is understood and agreed that only such unmanufactured articles, materials, and supplies as have been mined or produced in the United States, and only such manufactured articles, materials, and supplies as have been manufactured in the United States substantially all from articles, materials, or supplies mined, produced, or manufactured, as the case may be, in the United States shall be delivered pursuant to a contract awarded as a result of this bid.

## INSTRUCTIONS TO BIDDERS

1. Samples of items, when required, must be furnished, free of expense, prior to the opening of bids, and, if not destroyed, will, upon request, be returned to the bidder's expense.

2. Prices should be stated in units of quantity specified, with packing included.

3. Time of proposed delivery must be stated in definite terms. If time varies for different items the bidder shall so state.

4. Envelops containing bids must be sealed and marked on the upper left-hand corner with the name and address of the bidder and the date and hour of opening, and addressed as instructed.

5. For further instructions read U. S. Standard Form 22 (Instructions to Bidders).

## INSTRUCTIONS TO CONTRACTING OFFICERS

1. If shipment is made by Government bill of lading, observe consolidated classification requirements so as to secure the lowest rate applicable.

2. Although this form meets the requirements of a formal contract (R. S. 3744), if the execution of a formal contract with bond is contemplated U. S. Standard Forms 31 and 32 should be used.

3. If there is not sufficient space on the schedule to list all of the items, insert at the bottom of the schedule "Continued on ----- sheets of U. S. Standard Form 36", and use that form also.

4. If it is definitely known that final acceptance cannot be accomplished within 10 or 20 days from date of delivery due to necessity for tests or analyses which cannot be accomplished within that time, delete, before issuance, the discount provision relating to 10 calendar days or to both 10 and 20

calendar days. The provision relating to discounts may also be deleted when funds do not become available so that payment may be made within such time limits.

5. If the contract is likely to involve patent liability, the article on patents as contained in U. S. Standard Form 32 should be used.

6. If the contract provides for liquidated damages, the above Condition No. 4 should be deleted and there should be substituted therefor the article entitled "Delays—Liquidated Damages", quoted in Paragraph 5 of the directions on page 6, U. S. Standard Form 32, modified as follows: Delete "in Article 1", line 2, and if no bond is required, delete "and his sureties", lines 6 and 10; add the last sentence (definitions) of the above Condition No. 4.

of the attached industrial classifications for immediate use and for any additional industrial groups as may be required for use in the future. The lists must be built from current sources compiled no later than June, 1942 and must be national in scope to the extent of listing all single and multi-establishments operating in the country. Each list must be so compiled as to permit their breakdown by state. The attached list is broken down into commodity groups showing the Census commodity code number and the estimated number of names available. Such number of names are for estimating purposes only and are not intended to limit or restrict the composition of the final list.

A card file consisting of two 3 x 5 cards for each establishment operating within each of the industries listed must be furnished. Compilation of the list card file must be by code of commodity class and so arranged as to permit the selection of all manufacturers or handlers of any one or more commodities as shown on the attached list and as may be requested in the future. The cards are to be typed in the manner shown on the attached "Exhibit A." The card files are to be sorted and codified by commodity and arranged alphabetically by state and name in each code. There are to be no duplications within any commodity group. The successful bidder may from time to time be required to develop lists from government files available at any point throughout the country wherein the information may be located.

The names to be obtained from the lists appearing on the attached schedule are estimated to total between 200,000 and 300,000 but the bidder may be called upon during the life of the contract to furnish as many as or in excess of 750,000 names. All bid prices are to include the cost of labor, material, and other charges incidental to the development of lists. The bid shall constitute the entire cost for furnishing two 3 x 5 card lists arranged in the manner specified above ready for use. Quotations are to be made on a per thousand basis. Further quotations are required on a per hundred and per thousand basis for future lists which may be requested.

Delivery. Complete card files for the initial industries to be developed as represented by the attached list must be delivered no later than two weeks after notice of award to the successful bidder. Contractor will also be required to establish new lists and furnish two sets of proof cards at the rate of two working days per thousand names, the two days to begin from the time purchase order is received by the contractor and the contractor will be required to acknowledge promptly receipt of such order.

Quote price per thousand for furnishing two complete card files covering the industries listed on the attached schedule.

\$ 40.00 per M

Quote price per thousand for developing future lists and furnishing two complete sets of file cards.

\$ 40.00 per M

Quote price per hundred for developing future lists and furnishing two complete sets of file cards.

\$ 5.00 per C



Maintaining the list current throughout the life of the contract by making such additions, deletions and corrections as may be required by the Food Distribution Administration. The changes will be made by submitting a 3 x 5 card with the appropriate notations thereon covering either additions, corrections or deletions and showing the list upon which the change is to be made. To make such changes within twenty-four hours after receipt of notice, and return to the Food Distribution Administration the 3 x 5 card bearing a notation from the contractor as to the date the change was made. In addition you will be required to furnish the Food Distribution Administration with two proof cards of all corrections and additions. Proof cards to be typed in accordance with sample ("Exhibit A") which was attached to our request. (Per change) \$.03 per change

Respectfully,

/s/ J. M. Locknane  
Acting Chief of Division



July 17, 1943

NEGOTIATED  
ACCEPTANCE OF PROPOSAL  
Als-27891 - W.P.C. No. 380

R. L. Polk and Company  
431 Howard  
Detroit, Michigan

(Through Food Distribution Administration)

Gentlemen:

Your proposal dated June 25, 1943 and telegram of July 16, 1943, submitted pursuant to our request dated June 25, 1943, is hereby accepted for furnishing the Food Distribution Administration with mailing lists and mailing services, as ordered, for period from date of award through December 31, 1943, as follows:

Furnishing two complete card files covering the industries listed in our request (per thousand)	\$40.00 M
Developing future lists and furnishing two complete sets of file cards (per thousand)	40.00 M
Developing future lists and furnishing two complete sets of file cards (per hundred)	5.00 C
Preparing the list by the media of addressing available to you (per thousand)	10.00 M
Addressing either the material designed as self-mailers or envelopes for one day mailing of one thousand pieces and up (per thousand)	3.00 M
Addressing either the material designed as self-mailers or envelopes for one day mailing of less than one thousand (per hundred)	.60 C
Folding - per thousand fold (generally two folds) for each piece of material for one day mailing of one thousand pieces and up (per thousand)	1.00 M
Folding - per thousand fold (generally two folds) for each piece of material for one day mailing of less than one thousand (per hundred)	.15 C

Enclosing in envelop

One enclosure for one day mailing of one thousand pieces and up (per thousand)	\$1.00 M
One enclosure for one day mailing of less than one thousand (per hundred)	.15 C
Two enclosures for one day mailing of one thousand pieces and up (per thousand)	1.75 M
Two enclosures for one day mailing of less than one thousand (per hundred)	.25 C
Each enclosure over two for one day mailing of one thousand pieces and up (per thousand)	.75 M
Each enclosure over two for one day mailing of less than one thousand (per hundred)	.10 C
Sealing envelopes for one day mailing of one thousand pieces and up (per thousand)	1.00 M
Sealing envelopes for one day mailing of less than one thousand (per hundred)	.15 C
Sorting, tying, and delivering to Post Office in strict accordance with postal regulations in existence at the various mailing points for mailing under Government frank for one day mailing of one thousand pieces and up (per thousand)	1.50 M
Sorting, tying, and delivering to Post Office in strict accordance with postal regulations in existence at the various mailing points for mailing under Government frank for one day mailing of less than one thousand (per hundred)	.25 C
Sealing with stickers when material is designed as self-mailers for one day mailing of one thousand pieces and up (per thousand)	1.50 M
Sealing with stickers when material is designed as self-mailers for one day mailing of less than one thousand (per hundred)	.25 C
Minimum charge for one day's addressing and mailing operations at any sectional point	5.00

For furnishing the Food Distribution Administration with mailing services in accordance with the following specifications:

The contractor will be required to convert the foregoing card files into a suitable mailing set-up to permit accurate and fast addressing of mailing material to be furnished at irregular periods and to be mailed from any one of the following eight points, San Francisco, California, Denver, Colorado, Des Moines, Iowa, Chicago, Illinois, Dallas, Texas, New York, N. Y., Atlanta, Georgia, and Washington, D. C.; the mailing to be performed on a sectional basis, each point servicing the area specified on each mailing order.

Within two weeks after the contractor has developed the proof card files he will be required to undertake the complete mailing of Food Distribution Orders and related material in the quantities and for the list or lists specified on the individual purchase orders which will also show the location of the material and the states to be covered from each mailing point. The material to be furnished will be designed as self-mailers wherever possible and wherever impracticable it will require stuffing into envelopes to be furnished by this Administration.

The following schedule of operations represents any one or more operations which may be required on mailing programs and prices are to be quoted for each step.

- |   |                       |
|---|-----------------------|
| A. For preparing the list by the media of addressing available to the successful bidder on a per thousand basis.  | <u>\$ 10.00 per M</u> |
| B. For addressing either the material designed as self-mailers or envelopes on a per thousand basis for one day mailing of one thousand pieces and up.          | <u>\$ 3.00 per M</u>  |
| On a per hundred basis for one day mailing of less than one thousand.   | <u>\$ .60 per C</u>   |
| C. For folding - per thousand fold (generally two folds) for each piece of material, on a per thousand basis for one day mailing of one thousand pieces and up. | <u>\$ 1.00 per M</u>  |
| On a per hundred basis for one day mailing of less than one thousand.   | <u>\$ .15 per C</u>   |
| D. For enclosing in envelope  |                       |
| a. For one enclosure on a per thousand basis for one day mailing of one thousand pieces and up.   | <u>\$ 1.00 per M</u>  |
| On a per hundred basis for one day mailing of less than one thousand.   | <u>.15 per C</u>      |



- b. For two enclosures on a per thousand basis for one day mailing of one thousand pieces and up. \$ 1.75 per M
- On a per hundred basis for one day mailing of less than one thousand. \$ .25 per C
- c. For each enclosure over two on a per thousand basis for one day mailing of one thousand pieces and up. \$ .75 per M
- On a per hundred basis for one day mailing of less than one thousand. \$ .10 per C
- E. For sealing envelopes on a per thousand basis for one day mailing of one thousand pieces and up. \$ 1.00 per M
- On a per hundred basis for one day mailing of less than one thousand. \$ .15 per C
- F. For sorting, tying, and delivering to Post Office in strict accordance with postal regulations in existence at the various mailing points for mailing under government frank, on a per thousand basis for one day mailing of one thousand pieces and up. \$ 1.50 per M
- On a per hundred basis for one day mailing of less than one thousand. \$ .25 per C
- G. For sealing with stickers when material is designed as self-mailers on a per thousand basis, for one day mailing of one thousand pieces and up. \$ 1.50 per M
- On a per hundred basis for one day mailing of less than one thousand. \$ .25 per C
- H. Minimum charge for one day's addressing and mailing operations at any sectional point. \$ 5.00
- I. For maintaining the list current throughout the life of the contract by asking such additions, deletions and corrections as may be required by the Food Distribution Administration. The changes will be made by submitting a 3 x 5 card with the appropriate notations thereon covering either additions, corrections or deletions and showing the list upon which the change is to be made. The successful bidder will then be required to make



such changes within twenty-four hours after receipt of notice, and return to the Food Distribution Administration the 3 x 5 card bearing a notation from the contractor as to the date the change was made. In addition he will be required to furnish the Food Distribution Administration with two proof cards of all corrections and additions. Proof cards to be typed as shown in "Exhibit A" attached. The bidder to quote price per change.

\$ .03 per change

The proof cards used in developing the mailing medium are to be returned to the Food Distribution Administration as soon as this task is accomplished. The contractor will from time to time be required to consult with the Food Distribution Administration in Washington regarding the requirements of new needs as they arise. It is therefore desirable that such bidder or bidders have a Washington office with which ready contact can be maintained in order to insure a smooth running plan of distribution and a coordination of the lists developing and mailing functions.

In connection with the mailing the contractor will be required to consummate a mailing program of any size up to 100,000 copies within twenty-four hours after receipt of notice either by wire, telephone, or delivery of purchase order, or within twenty-four hours after time he is advised that the printed material has come off the press and is ready for mailing.

## CONDITIONS APPLICABLE

The contractor warrants that he has not employed any person to solicit or secure this contract upon any agreement for a commission, percentage, brokerage, or contingent fee. Breach of this warranty shall give the Government the right to annul the contract, or, in its discretion, to deduct from the contract price or consideration the amount of such commission, percentage, brokerage, or contingent fees. This warranty shall not apply to commissions payable by contractors upon contracts or sales secured or made through bona fide established commercial or selling agencies maintained by the contractor for the purpose of securing business.

No Member of or Delegate to Congress, or Resident Commissioner, shall be admitted to any share or part of this contract or to any benefit that may arise therefrom unless it be made with a corporation for its general benefit.

ESTABLISHMENT OF A MINIMUM WAR-TIME WORK WEEK OF 48 HOURS. Attention of contractors is invited to Executive Order No. 9301, February 9, 1943, 8 Federal Register, 1825, and such applicable policies, directives and regulations as have been or may hereafter be issued by the War Manpower Commission. Questions concerning the interpretation or the application of the orders or regulations are to be taken up by the contractors and subcontractors with their regional or area manpower director.

The attention of all bidders is invited to Maximum Price Regulation No. 1 of the Office of Price Administration and any supplements thereto, and any other price regulations of the Office of Price Administration.

The contractor, in the performance of this contract, shall not discriminate against any employee or applicant for employment because of race, creed, color, or national origin. The contractor shall include in all subcontracts a provision imposing a like obligation on subcontractors.

Regulations Relating to Overtime Compensation stipulated by Executive Order 9240, signed by the President on September 9, 1942, as amended by Executive Order 9248, signed by the President on September 17, 1942, apply.

The following to be embodied in the invitation

Special Conditions. The attention of all prospective bidders is invited to the representations and stipulations pursuant to the Walsh-Hessey Act, Public Act 1846, 74th Congress, attached, which are applicable to all proposals for materials, supplies, articles, and equipment in any amount exceeding \$10,000.00